

**STUDI ANALISA PASAR PARIWISATA UNTUK MENGETAHUI
MOTIVASI DAN KARAKTERISTIK WISATAWAN DI MUSEUM
KERETA API AMBARAWA**

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Abstract

Motivation becomes a factor that influence tourists to visit a tourism destination. Important factors such as health, private vehicles and the access for tourism can be a contributing factor when tourists are planning a tour. Ambarawa there is a museum of the oldest Train which is now a tourist destination, in this place researchers want to know the motivation and characteristics of tourists through market analysis. This research will focus on the observation as well as the behavior of tourists in this railway museum. Researcher employ observation and interview methods to determine the motivation and determinant of tourists directly assisted with the division of questionnaires which will be the source of data to do market analysis. The result showed that 88% of tourists motivation to visit this railway museum is to see the sights and want to gain knowledge about the history of the museum, then supported by a healthy body, easy access and the availability of transportation. This study is expected to be helpful in terms of promotional development at the Railway Museum.

Keywords : *Analysis of the tourism market, Characteristic and motivation of tourist.*